

ORDER



Orders
Order / Rev: 69338
Alt Order #: 9856168 /Brad
Product Desc: Obama for America
Estimate:
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 11/07/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	46	\$35,940.00	\$30,549.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	46	\$35,940.00	\$30,549.00	0.00
Totals	46	\$35,940.00	\$30,549.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	30%	\$35,940.00
Market	100%	\$119,800.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	70%	\$83,860.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M- TF--	1:00	1	\$120.00	P-2	0.00	NM	1	\$120.00
N 2	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M- TF--	1:00	1	\$120.00	P-2	0.00	NM	1	\$120.00
N 3	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M- TF--	1:00	1	\$240.00	P-2	0.00	NM	1	\$240.00
N 4	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M- TF--	1:00	1	\$240.00	P-2	0.00	NM	1	\$240.00
N 5	WHP	11/01/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	M- TF--	1:00	2	\$150.00	P-2	0.00	NM	2	\$300.00
N 6	WHP	11/01/12	11/05/12		CM	9a-11a	----S-	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00

WHP-TV CBS21

Advertiser:	Obama/D/President
Product Desc:	Obama for America
Estimate:	

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WHP	11/01/12	11/05/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	1:00	1	\$5,000.00	P-2	0.00	NM	10	\$14,850.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		Thu Reg 2 See MG 21.2,21.3,21.4,21.5,21.6,21.7,21.8,21.9,21.10,21.11,21.12 [Preempted by NSM]		9p-10p	---Th----	1:00		(\$5,000.00)		0.00	NM		
2	WHP	11/01/12-11/05/12		NFL RS Game Early Ⓜ Credited [Credited Spot]		1p-4p	-----Su	1:00		(\$4,000.00)		0.00	NM		
3	WHP	11/01/12-11/05/12		NFL RS Game Early Ⓜ MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]		1p-4p	-----Su	1:00		\$4,000.00		0.00	NM		
4	WHP	11/01/12-11/05/12		SEC Prime Game Ⓜ MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]		Various	-----Sa-	1:00		\$1,790.00		0.00	NM		
5	WHP	11/01/12-11/05/12		SEC Prime Game Ⓜ MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]		Various	-----Sa-	1:00		\$1,790.00		0.00	NM		
6	WHP	11/01/12-11/05/12		Fri Reg 1 Ⓜ MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]		8p-9p	-----F----	1:00		\$4,000.00		0.00	NM		
7	WHP	11/01/12-11/05/12		SEC Day Game Ⓜ MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]		Various	-----Sa-	1:00		\$700.00		0.00	NM		
8	WHP	11/01/12-11/05/12		SEC Day Game Ⓜ MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]		Various	-----Sa-	1:00		\$700.00		0.00	NM		
9	WHP	11/01/12-11/05/12		Face the Nation Ⓜ MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]		1030a-1130a	-----Su	1:00		\$900.00		0.00	NM		
10	WHP	11/01/12-11/05/12		Face the State Ⓜ MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]		1130a-12p	-----Su	1:00		\$220.00		0.00	NM		
11	WHP	11/01/12-11/05/12		EM Sun Rotator Ⓜ MG for 14.1,20.1,24.1,22.1,23.1,21.1 [MG within Flight]		8:30 AM-9:00 AM	-----Su	1:00		\$350.00		0.00	NM		
12	WHP	11/01/12-11/05/12		M-F 2p-3p Ⓜ See MG 21.13 [Due to Political] Due to Political		2p-3p	M--ThF----	1:00		(\$400.00)		0.00	NM		
13	WHP	11/01/12-11/05/12		Sa-Su 11p-1130p News Ⓜ MG for 21.12 11/05 [MG within Flight]		11p-1130p	-----SaSu	1:00		\$400.00		0.00	NM		
N22	WHP	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	1:00	1	\$1,150.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		Sat Reg 1 See MG 21.2,21.3,21.4,21.5,21.6,21.7,21.8,21.9,21.10,21.11,21.12 [Preempted by NSM]		8p-9p	-----Sa-	1:00		(\$1,150.00)		0.00	NM		
N23	WHP	11/01/12	11/05/12	Sat Reg 3 Sat 10p-11p	CM	10p-11p	-----S-	1:00	1	\$1,200.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		Sat Reg 3 See MG 21.2,21.3,21.4,21.5,21.6,21.7,21.8,21.9,21.10,21.11,21.12 [Preempted by NSM]		10p-11p	-----Sa-	1:00		(\$1,200.00)		0.00	NM		
N24	WHP	11/01/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	1:00	1	\$4,000.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		Sun Reg 3 See MG 21.2,21.3,21.4,21.5,21.6,21.7,21.8,21.9,21.10,21.11,21.12 [Preempted by NSM]		9p-10p	-----Su	1:00		(\$4,000.00)		0.00	NM		

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	WHP	11/01/12	11/05/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
N26	WHP	11/01/12	11/05/12	SEC Prime Game SEC Football Night Game	CM	Various	-----S-	1:00	1	\$1,790.00	P-2	0.00	NM	1	\$1,790.00
N27	WHP	11/01/12	11/05/12	NFL RS Game Steelers NFL RS Game Steelers	CM	4:00 PM-7:00 PM (4:00 PM-7:00 PM)	-----S	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
													Totals	46	\$35,940.00